

Community radio licence: key commitments

Licence outline: CR022

Station name	Phoenix FM
Community to be served	The people of Halifax
Licence area	Halifax (up to a 5km radius from the transmission site)
Frequency	96.7 MHz

Character of service

Phoenix Radio will highlight issues which may affect individuals living in the community and provide up-to-date information regarding community affairs. Phoenix Radio will strive to ensure that training opportunities are open to those who have been discouraged by poor educational attainment, a disadvantaged home background or lack of money, social connections or work.

Programming

- Output will typically comprise 80% music and 20% speech ('speech' excludes advertising, programme/promotional trails and sponsor credits).
- Day time music output will be popular music whilst evening output will specialise in music genres ranging from Asian, rock, dance, soul, R 'n' B, Popular music from 1950 to present times which will also offer general and local (shows/events etc) information related to these genres.
- Speech content will highlight issues such as housing, education, sporting, disabilities and local recruitment availability. Speech programming will include interviews with local personalities, information about local events and arts, drama, music, local news items and pre-recorded items reflecting the community that have either a social or historic nature.
- During weekends, the output will include youth programmes, anchored by the local youth service, request shows, and sports updates involving both local professional and amateur teams.
- The service will typically be live for at least 8 hours per day, building to 15 hours (live programming may include pre-recorded inserts, if applicable).

Social gain objectives

Community Radio Order 2004: "It is a characteristic of community radio services that they are local services provided primarily (a) for the good of members of the public, or of particular communities, and (b) in order to deliver social gain, rather than primarily for commercial reasons or for the financial or other material gain of the individuals involved in providing the service."

“(a) the provision of sound broadcasting services to individuals who are otherwise underserved”

- Specialist programmes will be scheduled to serve local minority ethnic groups who express an interest in developing material for broadcasting.
- Discussions with organisations such as Workwise who support people with learning and/or physical disabilities, as well as people with mental health issues will continue and opportunities for requested shows will be provided.
- The station has a purpose built environment designed to specifications not available in any other part of the community. The station’s intention is to create a professional environment in which people can develop their individual skills while making full use of local resources to instil pride not only in themselves but in their community.

“(b) the facilitation of discussion and the expression of opinion”

- Councillors will be invited to discuss local issues and community groups will have an opportunity to develop programmes that reflect their own community.
- Programmes during the day will contain a number of local features and guests from various charities, community organisations and voluntary groups who will be invited to discuss their work.
- The station’s website will be open for e-mails to be sent, the content of which can be added into any live debate.

“(c) the provision (whether by means of programmes included in the service or otherwise) or education or training to individuals not employed by the person providing the service”

The station will

- Offer training sessions in radio to all its volunteers. The station will build discipline, time keeping, application, enthusiasm and good interpersonal skills. We are aiming for 80 volunteers over the first year. The training for volunteers is open to learners of all ages who will be able to either volunteer their services as presenters, community reporters, or production. Volunteers will be able to work towards the Asdan Certificate in Volunteering,
- Establish stronger links and seek to enhance the socio-economic development of Halifax through various training projects. Phoenix Radio will strive to ensure that training opportunities are open to those who have been discouraged by poor educational attainment, a disadvantaged home background or lack of money, social connections, work or otherwise social excluded.
- Offer an in-house placement which will give meaningful experience to people who would not normally have the opportunity to work in any form of media.

- Develop a full-time training scheme (Phoenix Radio Empower Project – PREP) to support personal development through confidence building and enhancing communication skills. The course will be adapted to support the diverse needs of learners. Training through PREP is through the entry to employment scheme as part of the Calderdale & Kirklees partnership. The young people work towards the Asdan Expressive Arts short course award. We will aim to train between 36 and 52 young people.
- Support trainees into other training courses, college, other employment or related activities.

“(d) the better understanding of the particular community and the strengthening of the links within it”

- The station and its training schemes will aim to mobilise local groups, address those issues that create exclusion while emphasising the benefits of integration and inclusion in its many forms.
- The station will not only serve the wider community of Halifax ‘on air’ but also the smaller communities with off-air activities such as training to develop skills in members of hard-to-reach-groups.

Additional social gain objectives:

- Linking diverse communities and finding ways in which support can be given where required. Endeavouring to benefit groups and individuals in ways other than monetary gain. The station will support educational activities by promoting courses that in turn can help to ‘upskill’ individuals and groups.
- Local businesses will also be served with an element of job seeking being attached to support local employment opportunities and demand.

Access and participation

Community Radio Order 2004: “It is a characteristic of every community radio service that members of the community it is intended to serve are given opportunities to participate in the operation and management of the service.”

- The station will put adverts in local papers, distribute leaflets around the Halifax area and invite people to participate on air. We are aiming to work with 80 volunteers in the first year.
- The station will be open during the day for training, while a second studio will be available for training sessions and preparing interviews.
- Members of the station committee include those actively involved with children and young people, people of minority ethnic backgrounds, people with learning disabilities, voluntary sector groups and over 50’s groups.

- Opportunities to join the committee will come through the AGM and existing members will be offered the opportunity to stand down once a replacement has been found or someone has expressed an interest in joining the committee.

Accountability to the target community

Community Radio Order 2004: "It is a characteristic of every community radio service that, in respect of the provision of that service, the person providing the service makes himself accountable to the community that the service is intended to serve."

- Regular monitoring of the service will be done through telephone responses, e-mails, surveys and questionnaires. A section in which to leave comments will be included on the station's website.
- Updated lists of guests and items for broadcasting will be discussed at programming meetings to ensure equality of opportunity is in place
- There is an annual AGM and we publish an annual report.
- A complaints procedure will be published on our website.
- We will develop sub-groups within the first year of broadcasting. This will come about by interest shown through initial volunteer forms that ask what areas outside of presenting volunteers would be interested in undertaking such as studio managing, health & safety, programme planning, promotions. Regular reports will be given to the station management committee who will advise on any changes that have been recommended.

**All material in italics is direct quotations from the Community Radio Order 2004*

15/11/ 2007